

Associate Program Manager / Program Manager Job Description

Job Title: Associate Program Manager / Program Manager

(Role level determined by experience and qualifications)

Reports to: Manager of Operations and Events

Department: Operations

FLSA Status: Non-Exempt

Salary Range: \$55,000 - \$80,000 DOE

Benefits: Paid Time Off, 6 Paid Holidays, Medical Insurance, Dental Insurance

Supervisory Responsibility: Individual Contributor

Position Summary

We are looking for a detail-oriented, highly organized professional to join our team as an **Associate Program Manager** or **Program Manager**, depending on experience. Both roles focus on supporting and managing the logistical and administrative functions of onsite gifting experiences, virtual marketplace programs, and branded merchandise orders.

The Associate Program Manager is an entry-level project management role designed for professionals with limited experience in event operations or logistics. It offers a clear pathway for growth and development within the company. The Program Manager, a more senior position, is reserved for candidates with substantial experience, proven leadership skills, and the ability to independently manage complex programs.

Both roles involve client-facing responsibilities, project management, and logistics oversight. However, the scope of responsibility, decision-making authority, and level of independence differ based on the role.

Key Differences in Responsibilities

Associate Program Manager

1. Supports senior team members in managing onsite gifting experiences and virtual marketplace programs.
2. Manages smaller or less complex programs with guidance and oversight.
3. Primarily assists with logistical coordination, such as preparing shipping documentation, tracking orders, and supporting event operations.
4. Responsible for completing well-defined tasks, such as data entry, client communications, and purchase order submissions.
5. Learns and applies standard operating procedures (SOPs) under supervision.
6. Collaborates with the Senior Program Manager and Manager of Operations to ensure timely delivery of projects.
7. Focuses on building skills in project management and logistics to prepare for advancement opportunities.

Program Manager

1. Leads the end-to-end management of multiple, complex programs, including larger onsite gifting events, virtual marketplace operations, and branded merchandise orders.
2. Independently oversees logistics, client communication, and problem resolution.
3. Provides strategic guidance to clients and team members to ensure successful program execution.
4. Contributes to process improvement initiatives.
5. Acts as the main point of contact for high-profile clients and customer service issues.
6. Anticipates potential challenges and proactively resolves them without direct supervision.
7. Collaborates with the Manager of Operations to ensure timely delivery of projects.
8. Drives cross-functional projects to improve operations and ensure customer satisfaction.

Essential Functions (Applicable to Both Roles)

1. On-Site Events
2. Manage event and branded merchandise order processing and tracking to ensure on-time delivery.
3. Coordinate and ship activation support kits for domestic and international events.
4. Source and maintain supplies, signage, and décor for activation kits.
5. Create international shipping/customs documentation.
6. Handle post-program order fulfillment and customer service follow-ups.

Virtual Marketplace

1. Manage WooCommerce Marketplace sites, including product uploads and order verification.
2. Handle customer service requests, such as returns and exchanges.
3. Submit accurate purchase orders for virtual programs.

Customer Service/Retention

1. Consult with sales managers to provide creative solutions and program guidance.
2. Build relationships with internal partners and external customers to ensure client satisfaction.
3. Manage competing priorities and deadlines while delivering high-quality results.

Qualifications

Associate Program Manager Requirements

1. Bachelor's degree or equivalent experience.
2. 2-3 years of relevant experience in customer service, logistics, or event support.
3. Basic understanding of project management tools and processes.
4. Strong communication and organizational skills.

Program Manager Requirements

1. Bachelor's degree or equivalent experience.
2. 5-7 years of experience in project management, merchandising, logistics, or event planning.
3. Demonstrated ability to lead complex projects independently.

4. Advanced knowledge of CRM systems (e.g., Salesforce) and project management tools.
 5. Proven track record of process improvements and client satisfaction.
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Working Conditions

1. Office-based role with occasional travel (0-10%).
 2. Requires the ability to lift 25 lbs regularly (50 lbs with assistance).
 3. Exposure to outdoor environments during onsite events.
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30-60-90 Day Success Plan

Associate Program Manager

First 30 Days:

1. Complete onboarding and training on systems, SOPs, and workflows.
2. Shadow senior team members to gain an understanding of responsibilities.
3. Assist with smaller tasks like data entry, tracking shipments, and creating shipping labels.

Days 31-60:

1. Begin managing smaller programs with supervision.
2. Build proficiency in tools like WooCommerce, Canva, and Salesforce.
3. Handle routine client communication and customer service inquiries.

Days 61-90:

1. Take ownership of less complex programs, ensuring successful execution.
2. Proactively identify opportunities for efficiency improvements.
3. Prepare to transition into more complex projects with additional responsibilities.

Program Manager

First 30 Days:

1. Gain familiarity with systems, SOPs, and team workflows.
2. Take over management of existing programs with support from leadership.
3. Build relationships with clients and internal stakeholders.

Days 31-60:

1. Independently lead assigned programs, ensuring all logistics and deadlines are met.
2. Resolve issues proactively and make recommendations for process improvements.
3. Mentor junior team members, providing guidance and support as needed.

Days 61-90:

1. Manage multiple, complex programs simultaneously with minimal oversight.
2. Lead strategic initiatives to enhance operational efficiency.
3. Position yourself as a trusted advisor for clients and a leader within the team